Casino Post Mortem

It's all about the experience!

Tuesday March 3rd 2015




HELLO
my name is
Jessy Hanley
VP of Marketing & Customer Experience
at GSN Games
@JessyHanley
www.linkedin.com/in/jessyhanley



GSN Grand Casino - The Big Idea





We challenged ourselves to:

- Create an experience that feels more like a true escape.
- Make players feel like they're getting the special treatment they deserve.
- Ensure that every click and swipe is a rewarding experience.



GSN games



We set out to create:

The world's most dazzling and entertaining casino, where every guest is treated like the most important VIP.



GSN Grand Casino will…

Highlight how we are **unique**

Be **Meaningful** to our players

Consistently deliver the brand promise



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As a team we created personality traits

Fun but not childish

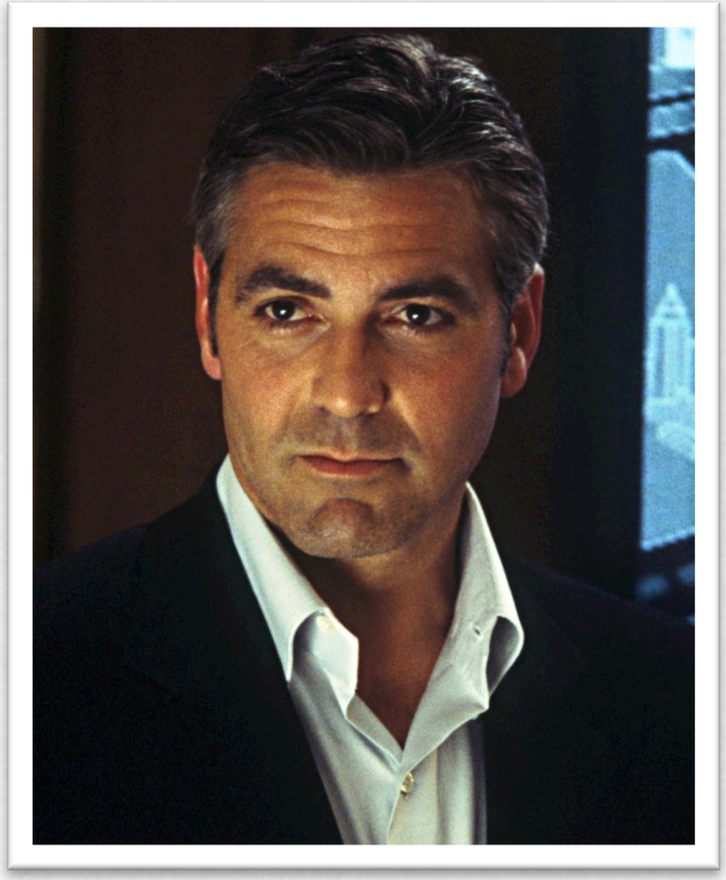
Generous but not risk-free

Classy but not snooty

Dazzling but not gaudy

Intuitive but not shallow

If **GSN Grand Casino** was a person, who would it be?



Danny Ocean

George Clooney’s character in Ocean’s Eleven



Julia Roberts

as herself

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Our Basic Approach: Iterative & Collaborative

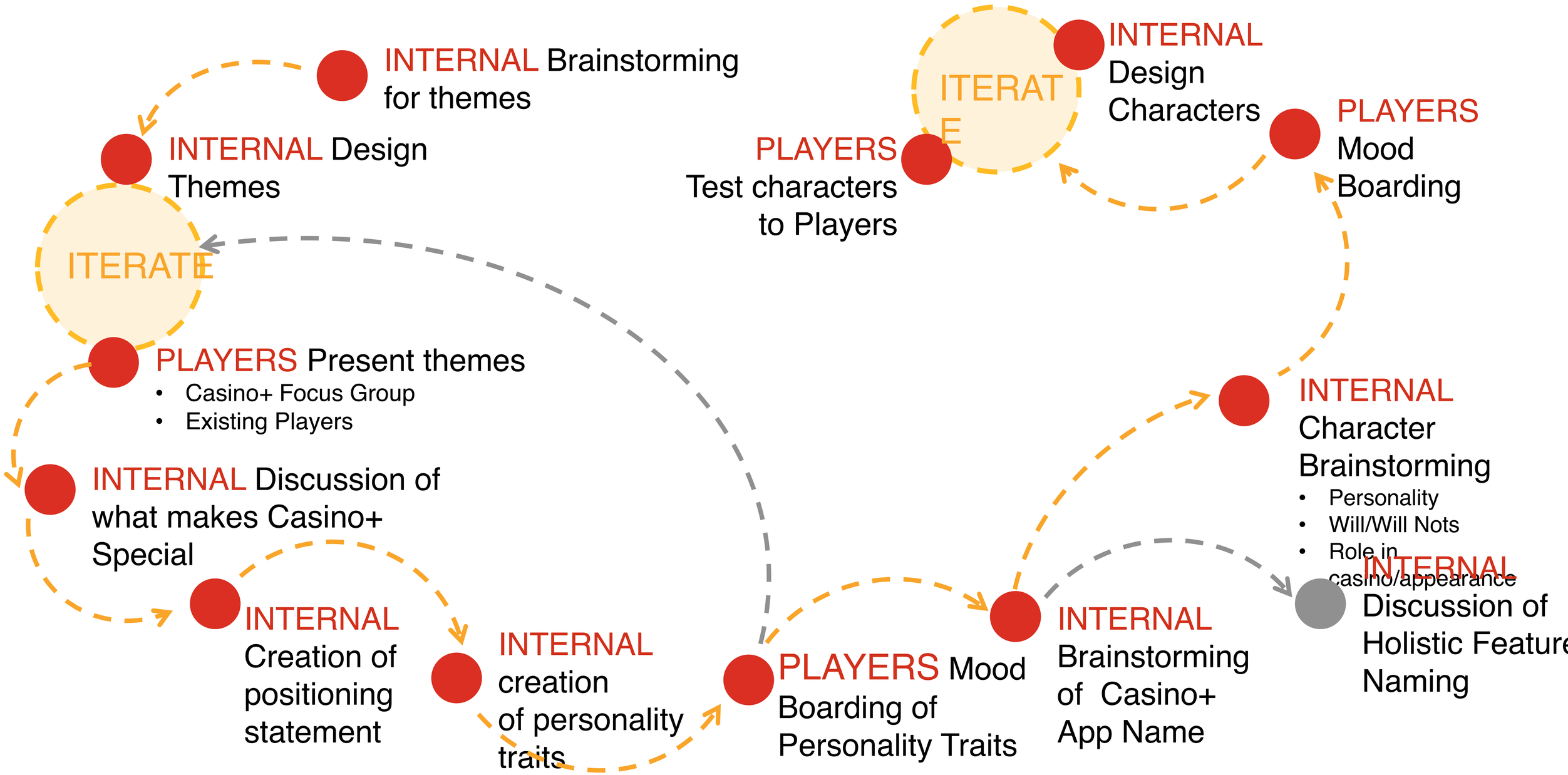


Focus on the **Story** we are telling

Internally **Refine** and **Iterate**

Sanity Check with our **Players**

Process: Iterative & Collaborative… and NOT perfect





So where did we start? **Concept Testing**

Classic Vegas



Modern Vegas



Tropical


VIDEO
BINGO
OF THE DAY
SHOP
HIGH ROLLERS
VIP
SUITE
STORAGE
777
SLOTS
CARDS
& OTHER GAMES
3
BINGO

Roaring Twenties




CASINO
MISSION OF THE DAY
VIDEO BINGO
SHOP
HIGH ROLLERS
Fabulous LAS VEGAS NEVADA
VIP SUITE
STORAGE
CARDS
777
SLOTS
1
6
3
BINGO



We iterated the Classic Vegas concept



Players hated the cowboy…

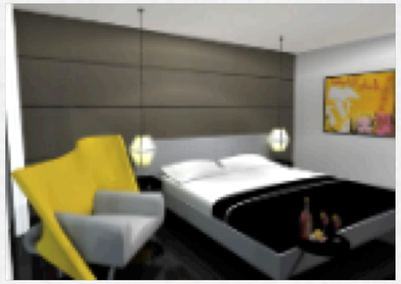


We weren’t delivering the visual experience

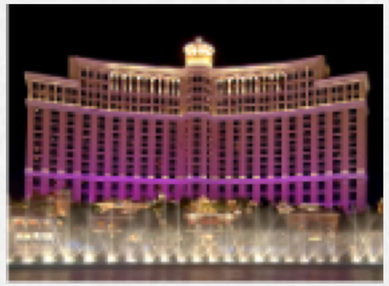
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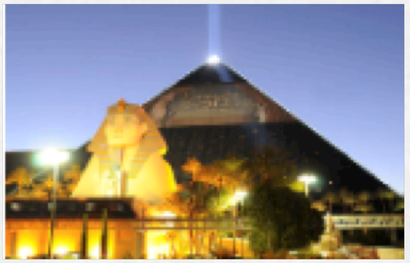
Visual Style

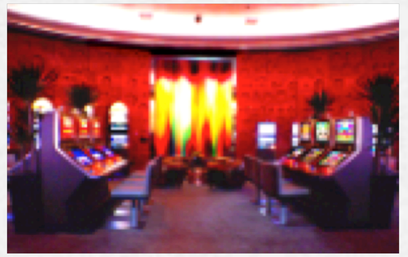
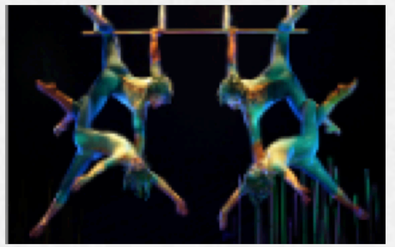
What does players' ideal casino experience "look like"?









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Visual Style

What does players' ideal casino experience "look like"?

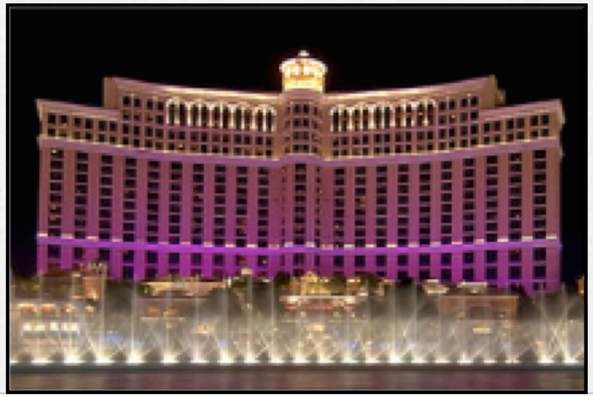


What does dazzling look like?





What's Fun?



What's Classy?



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Grand Casino Experience Principles

- Making players feel like everything is personalized and tailored to them.
- Make players feel like they have exclusive access to what others do not.
- Unveil and show things at the appropriate time in the player's life cycle
- Everything is cohesive and ties into the broader vision of the GSN Grand Casino.






















HEATHER
YOUR PERSONAL
VIP HOST



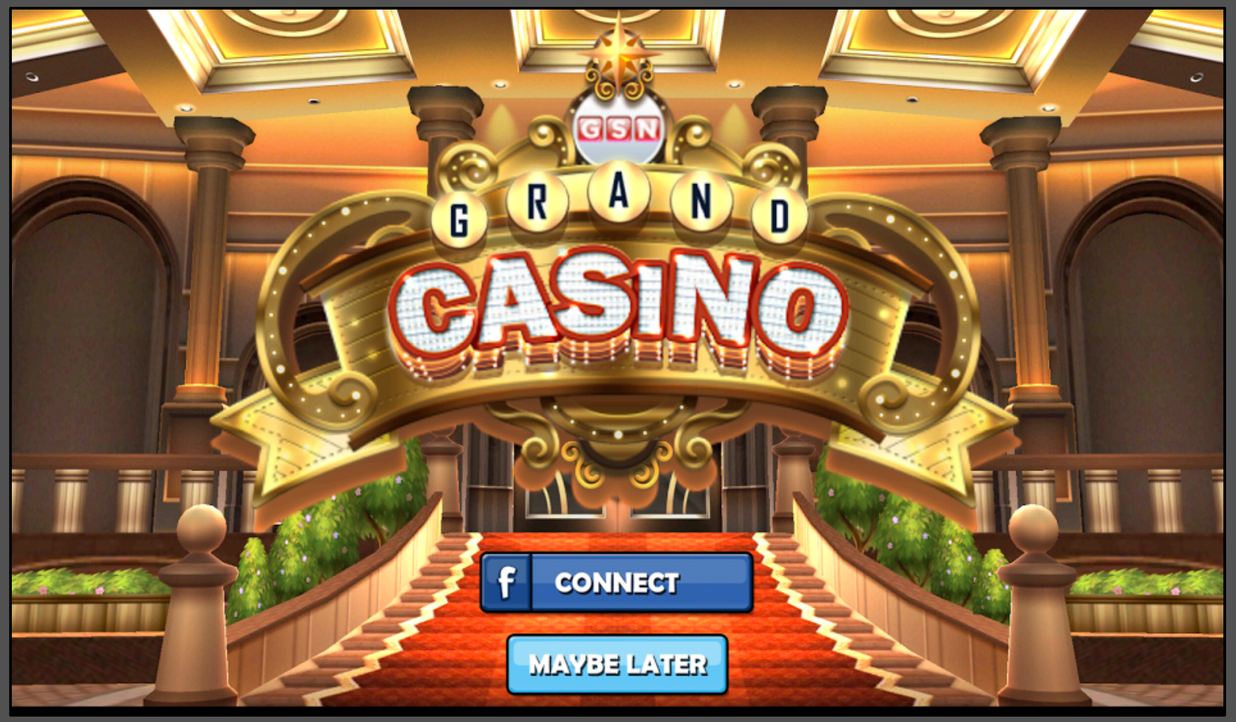
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This all sounds like MARKETING JARGON, doesn't it?

BEFORE



AFTER



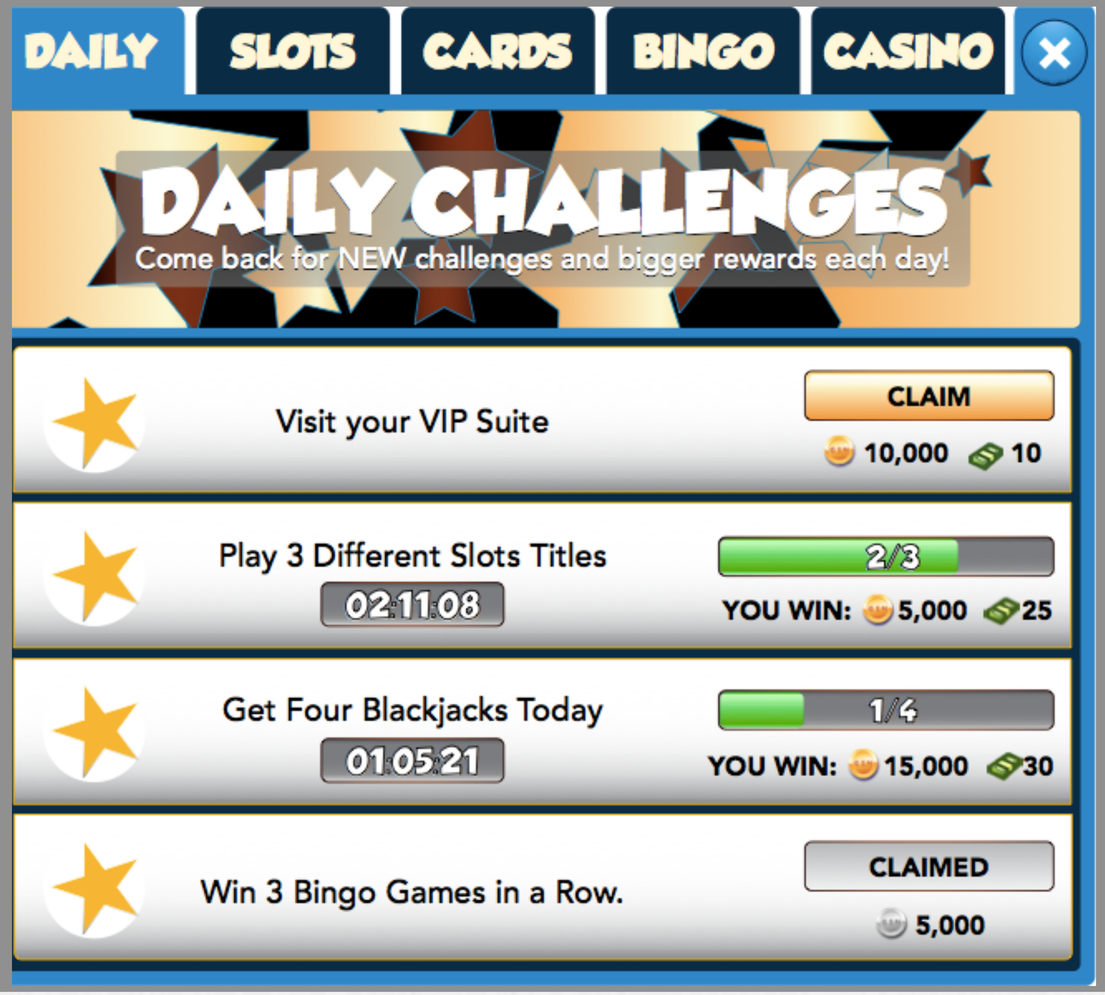
BEFORE



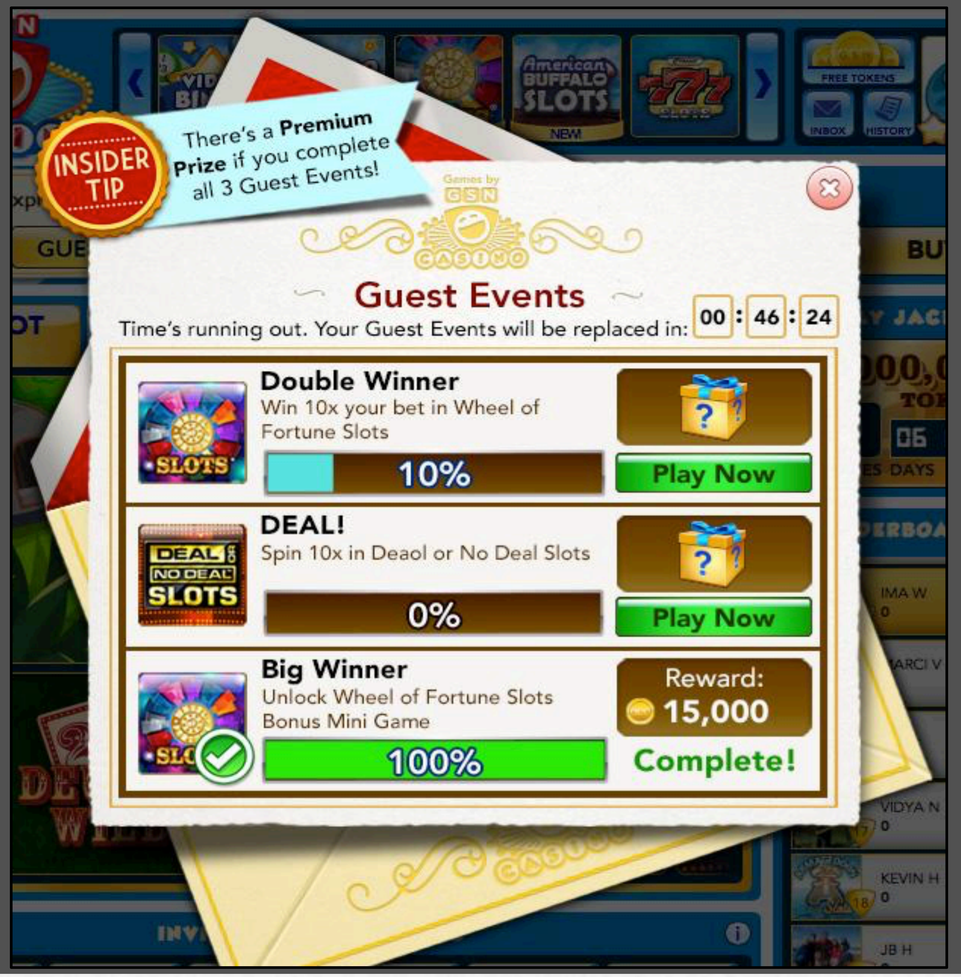
AFTER



BEFORE



AFTER



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BEFORE



AFTER



Idea Phase

WHAT WE LEARNED

1. Having a brand promise & target audience: **Win**
2. Thinking we'd nail visual style on first try: **Loss**
3. Workshops so we're on the same page: **Win**
4. Creating experience principles: **Push**
5. Crafting a role for character in Grand's story: **Win**


HELLO
my name is
Jaim Friesen
Director, Mobile Games
at GSN Games
FREEZN
www.linkedin.com/in/ifreezn



Making it come to life
GSN Grand Casino



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The world's most dazzling and entertaining casino, where every guest is treated like the most important VIP.

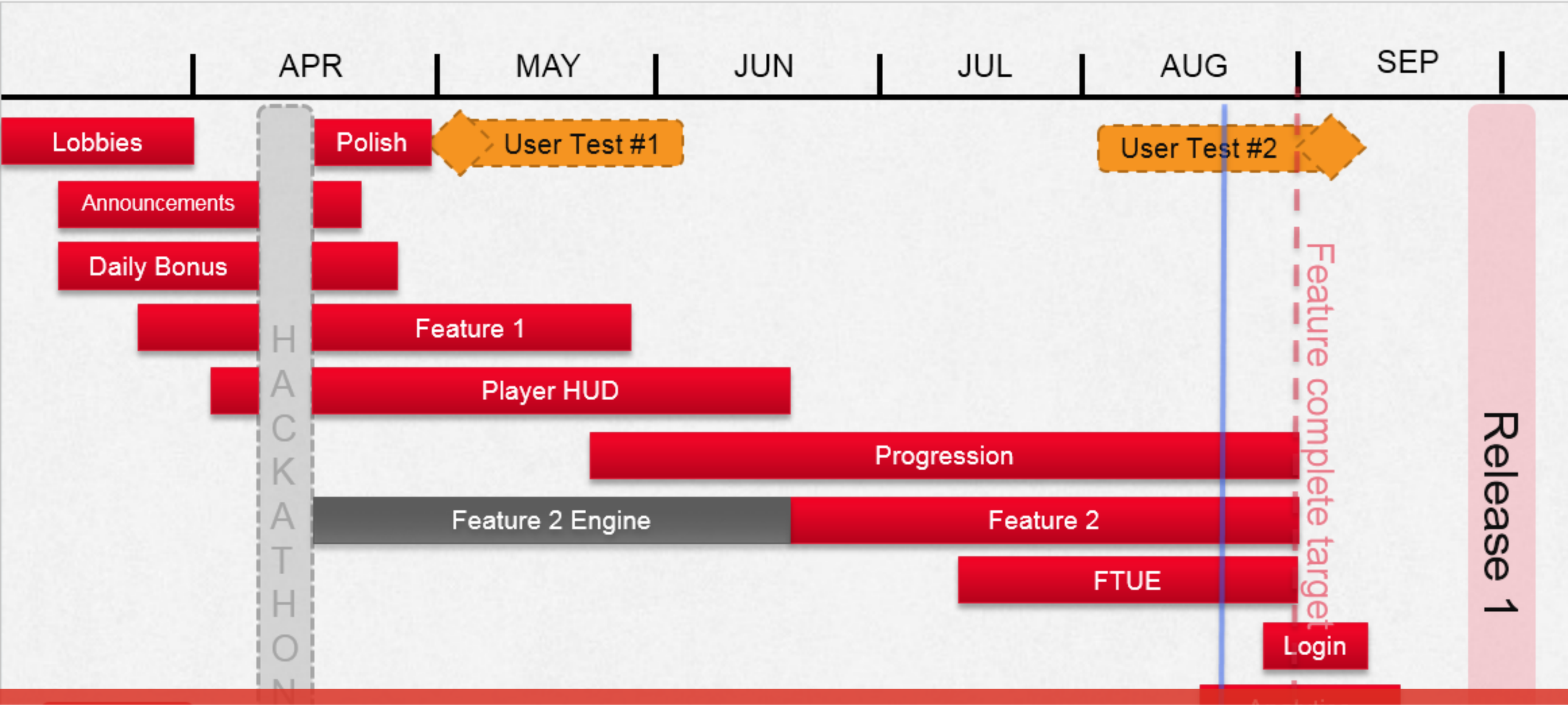






SILVERTREE™
MEDIA

How to deliver on that? 1. Talented studio



How to deliver on that? 2. Solid plan



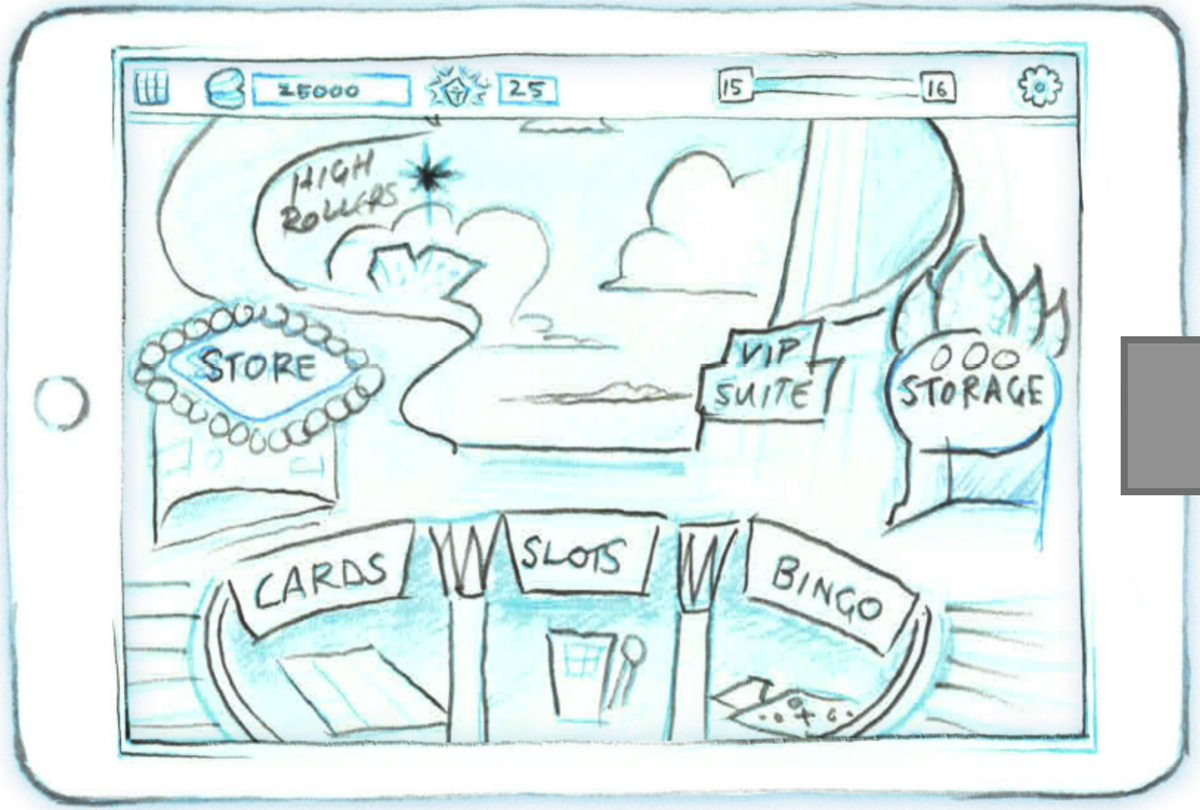
How to deliver on that? 3. Focus on what matters

Pre-Production

Focus on the **Story** we are telling

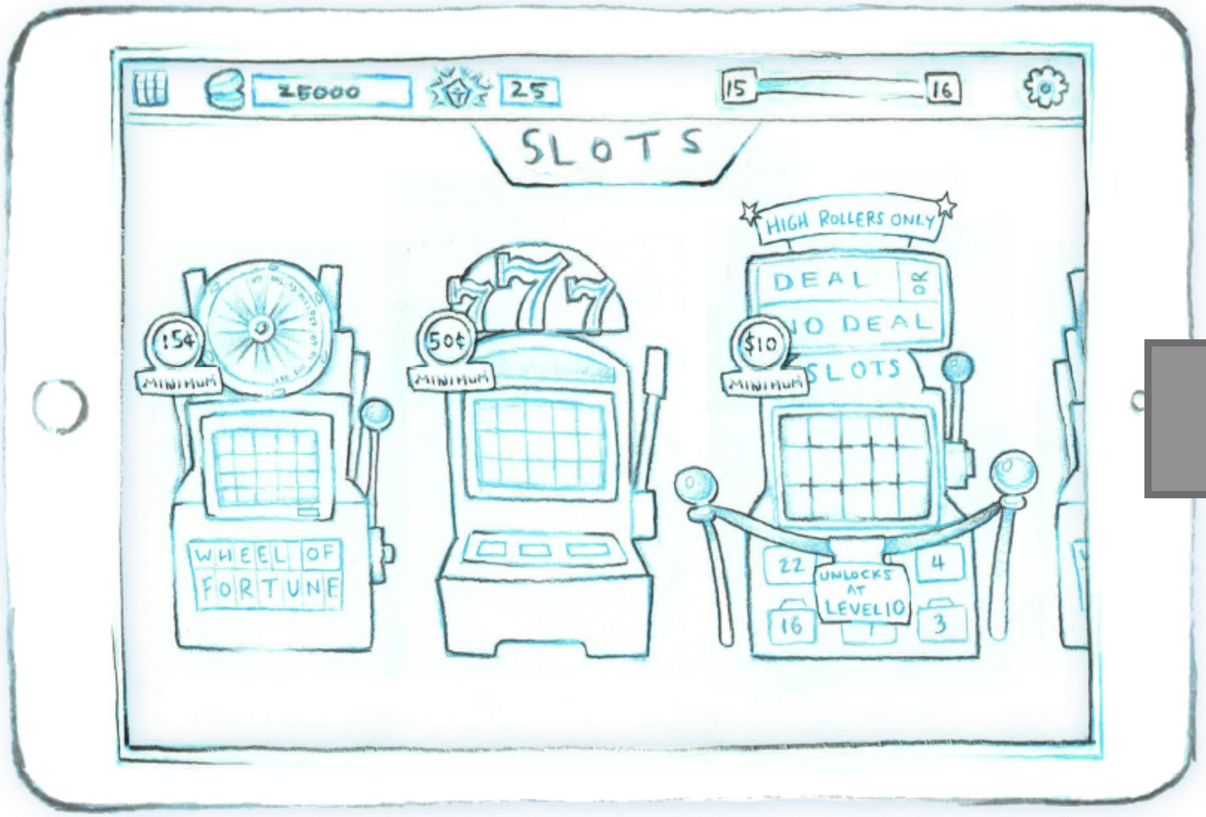
Internally **Refine** and **Iterate**

Storyboard to Prototype: The Lobby





Storyboard to Prototype: Game room





User Testing the prototype

Tested early, once core of experience was there

- Is the interface intuitive, easy to navigate?
- Is anything confusing or “out of place”?
- Are we leaving the impression we’re hoping for?

Conclusion: We’re on the right track, but with important things to improve during production.

Adjectives (ranked)
1. Entertaining
2. Fun
3. Cool
4. Dazzling
5. Exciting
6. Intuitive
7. Risk-free
8. Unique
9. Immersive
10. Welcoming
11. Rewarding

Pre-Production

WHAT WE LEARNED

1. Prototyping right into Unity: **Win**
2. Testing early with Customers: **Win**
3. Stakeholder playtests every 2 weeks: **Win**
4. Prototyping features we didn’t ship: **Push**

Production

Sanity Check with our **Players**

Internally **Refine** and **Iterate**

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The Lobby


HIGH ROLLERS
SHOP
VIP SUITE
STORAGE
LAS VEGA
CARDS
777
SLOTS
BINGO

The Slots Room



User Testing the Production build

Tested after first round of post-production polish

- Did we improve on 1st test's experience feedback?
- Is anything confusing or "out of place"?
- Any blockers?

Grand Casino Strengths

- Graphics and animations
  - Takes advantage of iPad retina display
- Real casino feel
- Easy to navigate
- Like being able to play in landscape

Conclusion: We're pretty close! But we do have a few small blockers.

Production

WHAT WE LEARNED

1. Built-in milestones for user testing: **Win**
2. Building in polish time throughout: **Win**
3. Building an aggressive schedule: **Push**
4. Neon cowboys that float, smoke & wink: **Loss**

Release

Who doesn’t love a Sneak Preview?

- Android (lead platform): Device whitelist
- iOS: geo-beta

Phase I: Functional shakedown

- Android only
- ~ 4 weeks
- Few thousand DAU
- Ensure nothing major is “off” or broken



Phase II: Limited release (~beta)

- Ramp DAU, gather live usage & systems data
- Tune core systems
- Full performance analysis & assessment

Release

WHAT WE LEARNED

1. Building a great, contextual tutorial: **Win**
2. Shakedown on Android (w/ whitelist): **Win**
3. Soft launching with only 6 games: **Push**
4. Modest player base in Phase II: **Loss**



What's next?
Grand Casino



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PLAY and WIN in the ultimate casino.
CASINO
HIGH ROLLERS
COMING SOON
CARDS
777
SLOTS
DEAL
NO DEAL
SLOTS
BINGO

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2 TOP 10
GROSSING iPAD APPS

$175 MILLION
PRIZED OUT ANNUALLY

#3 MOBILE
SOCIAL CASINO PUBLISHER

9 OFFICES
AROUND THE WORLD



WHO WE ARE

We know how to fuel every player's inner winner through social casino games and cash tournaments.

We're part of GSN (Game Show Network), owned by Sony Pictures Entertainment and DIRECTV.

Simply put, we're holding all the aces.